



Dairy Strong Sustainability Alliance (DSSA)

MISSION STATEMENT

To be a catalyst in driving innovation, collaboration and progress for sustainability in the Wisconsin dairy community.

GUIDING PRINCIPLES

- Continuous improvement
- Inclusivity
- Voluntary participation
- Innovation over compliance
- Measured outcomes over mandated practices
- Data privacy
- Sustainability + profitability
- Maintaining “freedom to farm”
- Sharing dairy’s positive story
- Adequate food supply for future generations

DESIRED OUTCOMES

- Foster environmental, economic and social stewardship
- Ensure long-term viability of dairy farms and related businesses
- Proactively align with company/customer demands
- Demonstrate commitment to community
- Show science-based outcomes
- Build relationships with legislators to showcase improvements
- Engage with community through positive discussion

WHAT IS THE DSSA: Customers and retailers have new expectations when it comes to food, and the Dairy Strong Sustainability Alliance provides a holistic approach that meets those expectations while preserving our dairy heritage. The alliance is a collaborative group that represents all aspects of the dairy community: farmers (of all management philosophies), processors, service providers, conservation groups, consumer packaged goods companies, retailers, government agencies, universities and dairy and commodity non-profits. The goal of DSSA is to show tangible continuous improvements in the areas of land use, soil conservation, nutrient management, water quality and use, energy use, animal welfare, food safety, greenhouse emissions, economic health and social responsibility. The alliance achieves this by applying existing sustainability tools to early and mid-stage grassroots efforts led by farmers — individually or as part of a watershed — and then measuring the results over time. Data from each group is compiled annually.



WHO IS THE DSSA: The DSSA is comprised of diverse organizations that embrace the journey of continuous improvement toward a more sustainable dairy supply chain. All outcomes of DSSA's work are pre-competitive and will be made available to the entire dairy community.

DEPLOYMENT: Individuals, farms, farmer-led groups, start-ups or non-profits who embrace DSSA principles and are working towards establishing results in at least one of the key focus areas of the DSSA are eligible to join.

The DSSA will provide services to help establish the group or project. DSSA services include:

- Marketing and branding
- Publication development
- Media relations and press releases
- Presentation skills and media training
- Web development
- Social media
- Launch events and field days
- Organizational documents (bylaws, articles of incorporation, non-profit)
- Networking activities and people connectivity
- Transition planning
- Sponsorship program development and management

In addition to the above services, the DSSA has established relationships with service providers in the following areas:

- Financial management, accounting and bookkeeping
- Data management and privacy
- Resource management & sustainability performance
- Resource program development
- Legal counsel
- Fundraising/development

DURATION AND COSTS: There is no fee for farmer-led groups to join the DSSA. The above services are designed to help each project get started. Services are provided with the understanding that each group's aggregate data will be included in the DSSA annual report.

HOW TO JOIN: Individuals, farms, farmer-led groups, start-ups or non-profits who wish to join the DSSA should contact:

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To learn more about the DSSA, view the overview slideshow and video, go to dairystrong.org/sustainability